



# Population Health and Care Coordination

3/15/2011



# Who We Are

## OptumHealth<sup>SM</sup>

**OptumHealth<sup>SM</sup>**  
Behavioral Solutions



**Mind**

**OptumHealth<sup>SM</sup>**  
Care Solutions



**Body**

**OptumHealth<sup>SM</sup>**  
Financial Services<sup>SM</sup>



**Wallet**

**OptumHealth<sup>SM</sup>**  
Collaborative Care<sup>TM</sup>



**Delivery System**



**Employer Sponsored Programs**



**Health Plan Partners**



**State and Federal Programs**



**Providers**



**Payers**

# Our Mission and Vision

Help **people** live their  
**lives to the fullest**

To be a **constructive** and  
**transformational force** in  
the **health care system**



# Major Focus on Health Care in the Past Year

## Employer health costs to rise in 2011



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Q+A: Can the U.S. healthcare overhaul be repealed?  
Thu, Sep 23 2010

Obama tries to humanize the healthcare debate  
Thu, Sep 23 2010

Obama tries to humanize the healthcare debate

WASHINGTON | Mon Sep 27, 2010 2:10pm EDT

(Reuters) - Employers can expect to pay nearly 9 percent more for health care costs for their workers



# Audience Participation

**How do consumers make decisions as to where to seek their health care services?**



# Recent consumer survey

“What’s the most important part of your MD relationship?”

Rank	Survey Design: Expected prioritization	Phase 1 Results: US population importance ratings	Phase 2 Results : UHC population importance ratings
1	Extended Hours	Confidence in MDs Advice	Confidence in MDs Advice
2	Wait Times	Clear Explanations from MD	Clear Explanations from MD
3	Appointments When Needed	Cleanliness of facility	Cleanliness of facility
4	Online PHI Access	Office Atmosphere	Office Atmosphere
5	Quick Phone/Email Access to RN or MD	Caring	Caring
6	Parking	Appointments When Needed	Appointments When Needed
7	Location	Parking	Wait Times
8	Weekend hours	Location	Parking
9	Cleanliness	Email	Location
10	Caring	Quality	Email

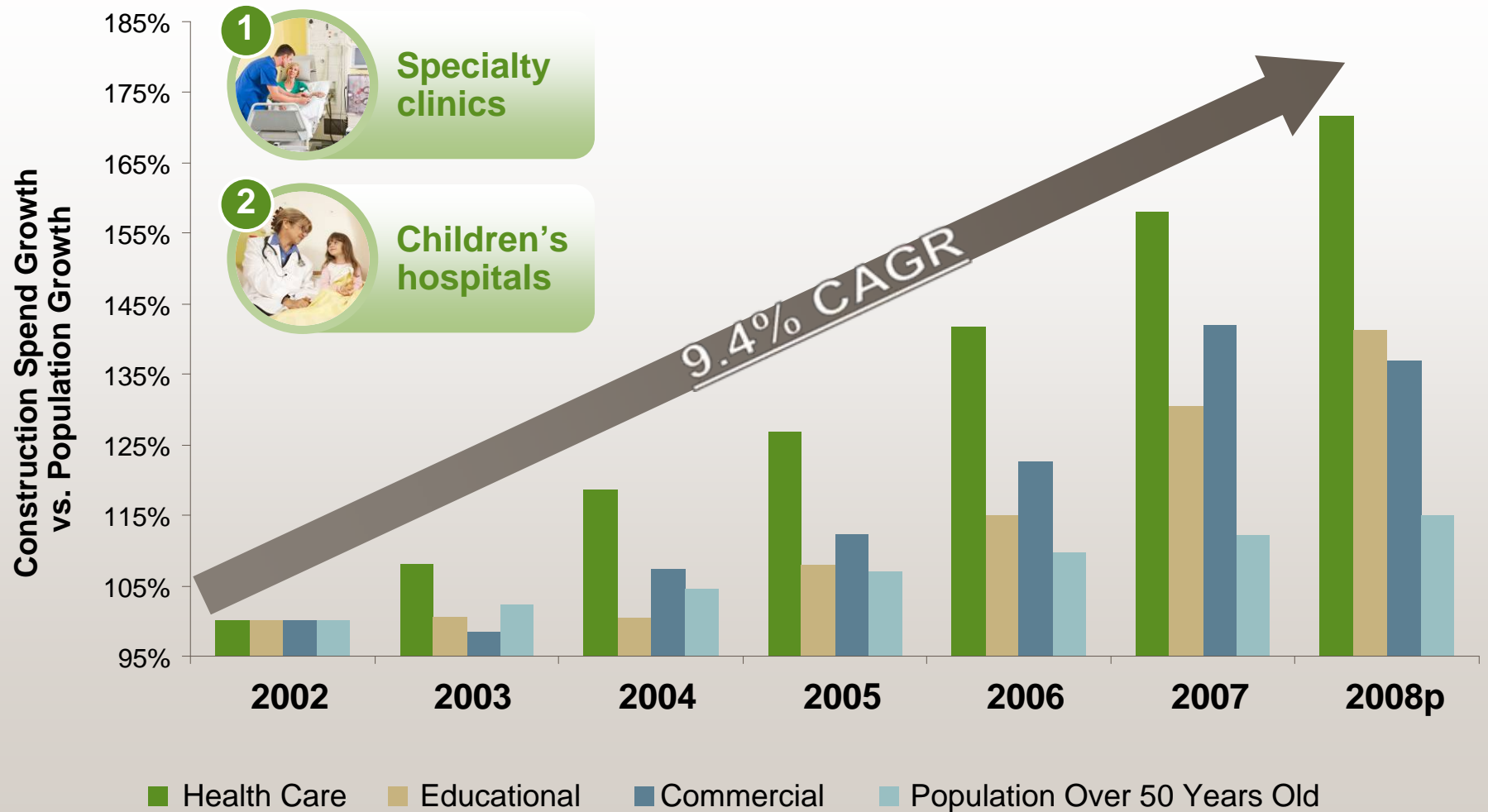
What we expected from literature and our own (Eliza and Optum) perspectives

What people told us

Validated within United’s member population

# Build It and They Will Come

## Health care construction spend vs. benchmarks



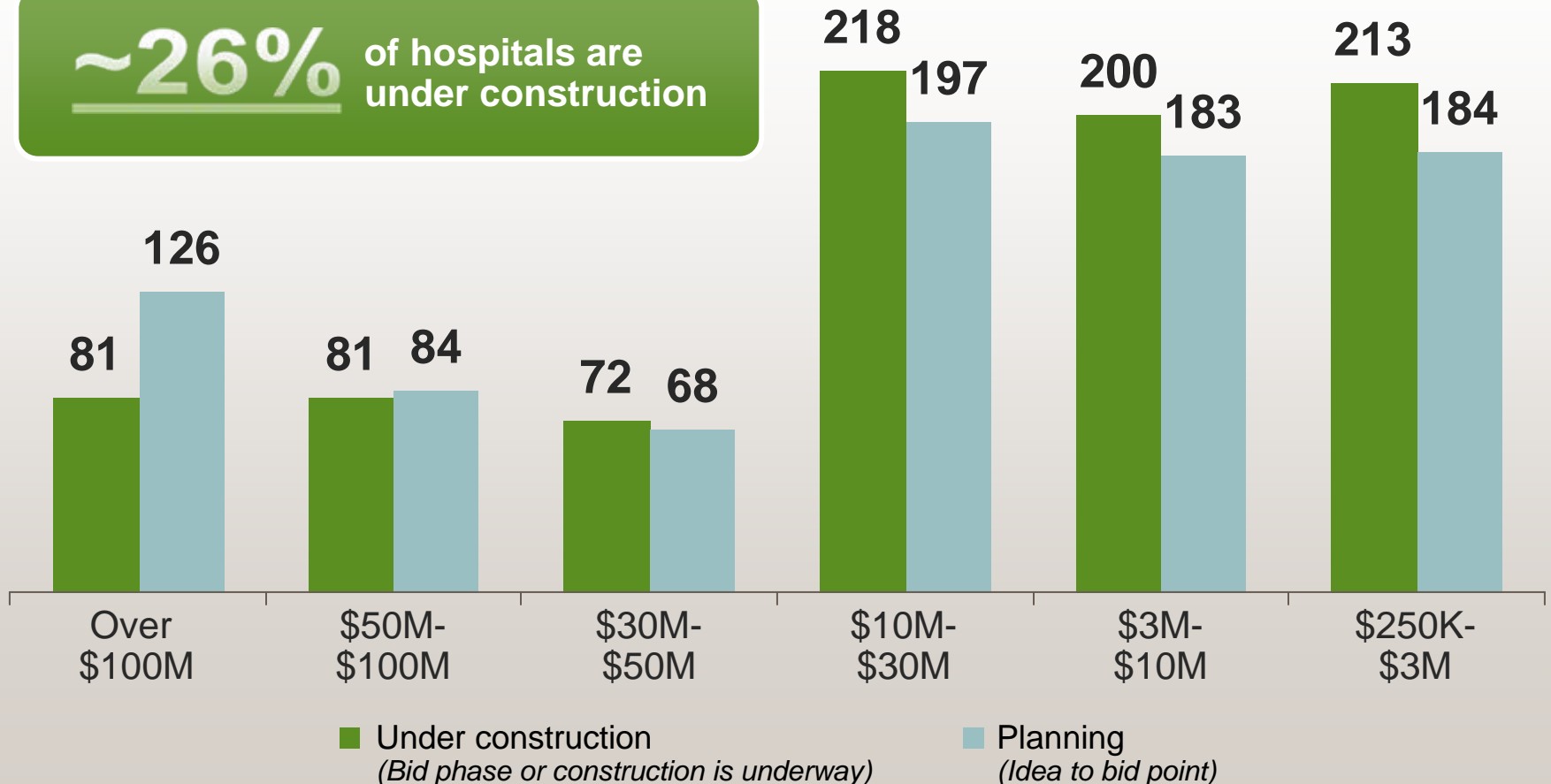
Source: U.S. Economic Census

# Hospital Construction Projects Adding Billions of Costs

## New construction projects in hospitals and outpatient clinics

Jan. 1 to Sept. 30, 2008

**~26%** of hospitals are under construction



Source: Reed Construction Data/ RSMeans, 2008

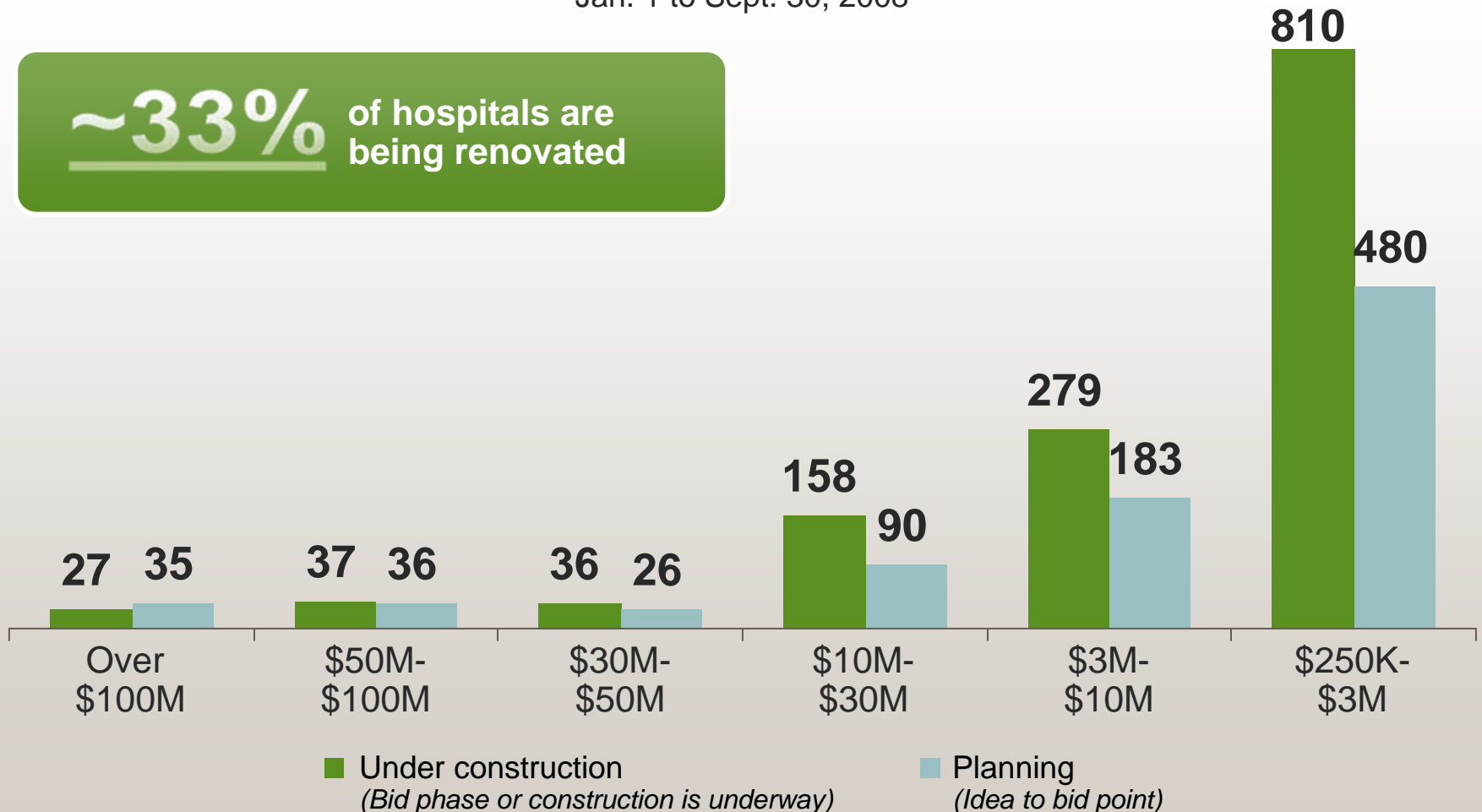
Source: Health Facilities Management, Dave Carpenter, Suzanna Hoppszallern

# Hospital Construction Projects Adding Billions of Costs

## Renovation projects in hospitals and outpatient clinics

Jan. 1 to Sept. 30, 2008

~33% of hospitals are being renovated



Source: Reed Construction Data/ RSMeans, 2008

Source: Health Facilities Management, Dave Carpenter, Suzanna Hoppszallern

# How We Choose Health Care



# Compared to How We Make Other Choices

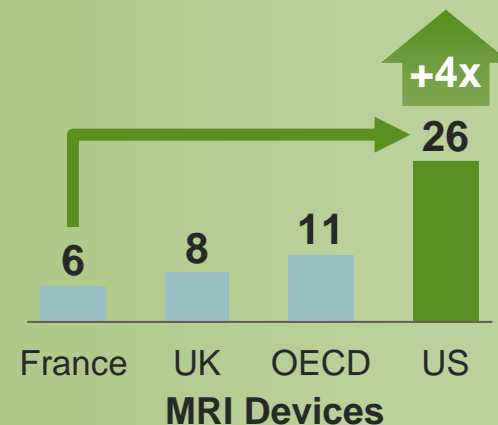
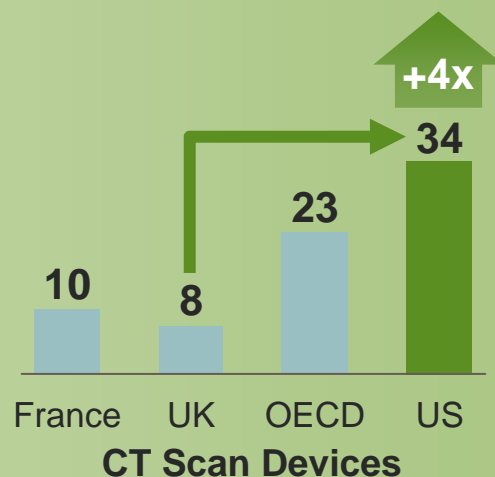


**120,902**  
Gas Stations

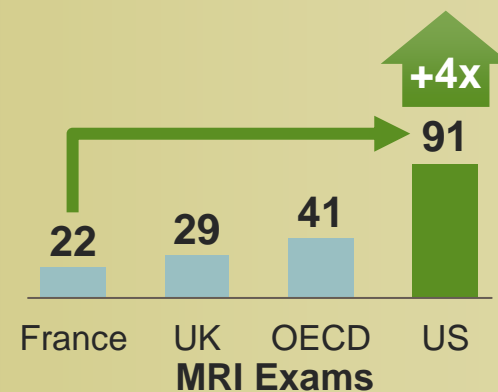
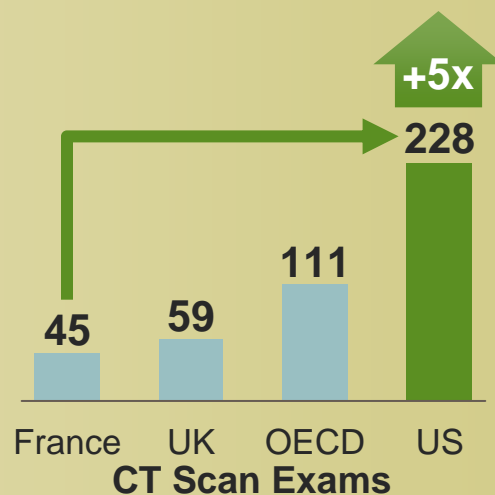
# If We Build It...They Will Come

- The USA has four times as many devices and conducts 3–5 times as many tests

## Supply (Imaging device units per 1M)



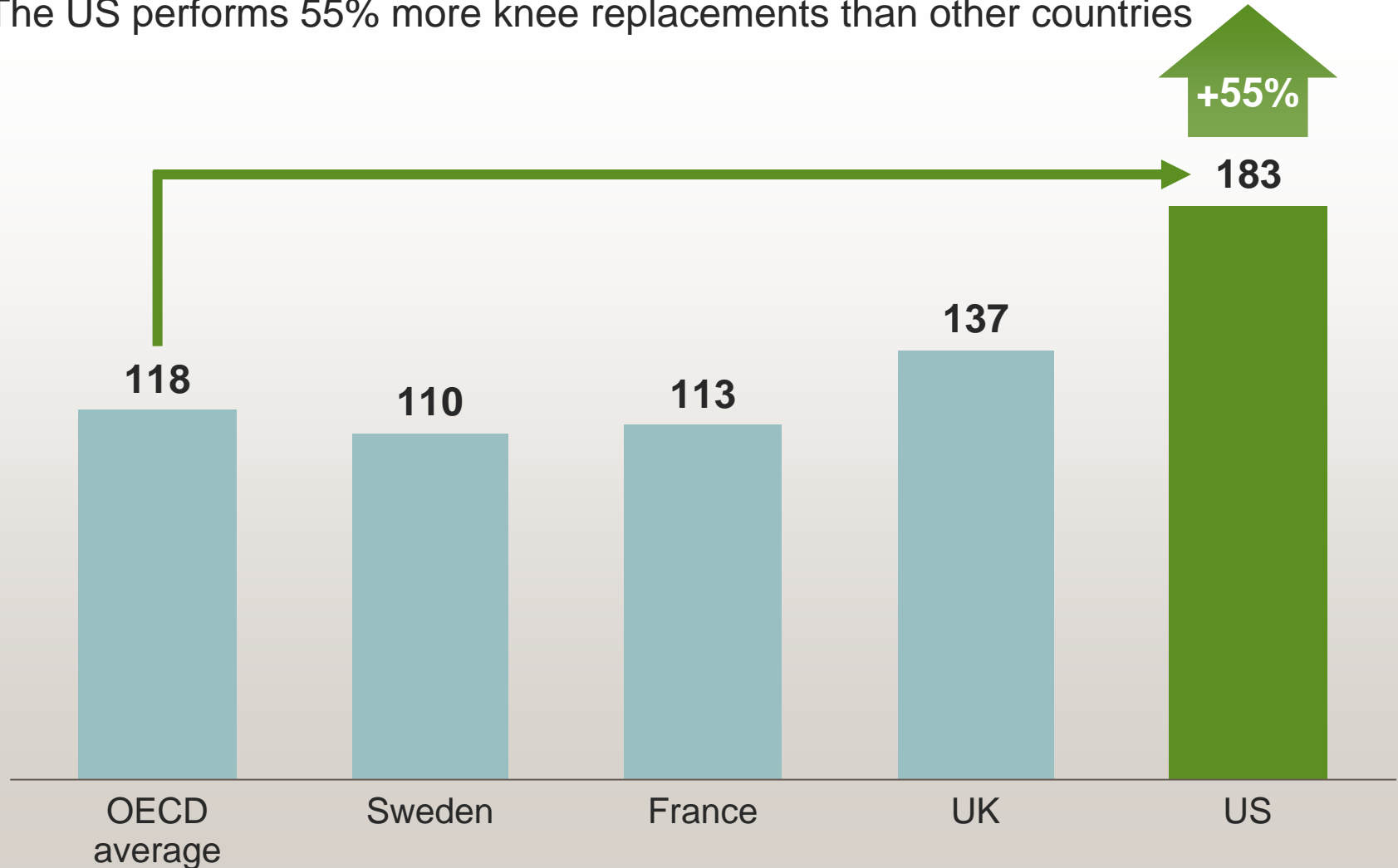
## Consumption (Examinations per 1,000)



Source: OECD Written Statement to Senate Special Committee on Aging; September 2009; OECD Health Data 2009

## ...They Will Come

- The US performs 55% more knee replacements than other countries

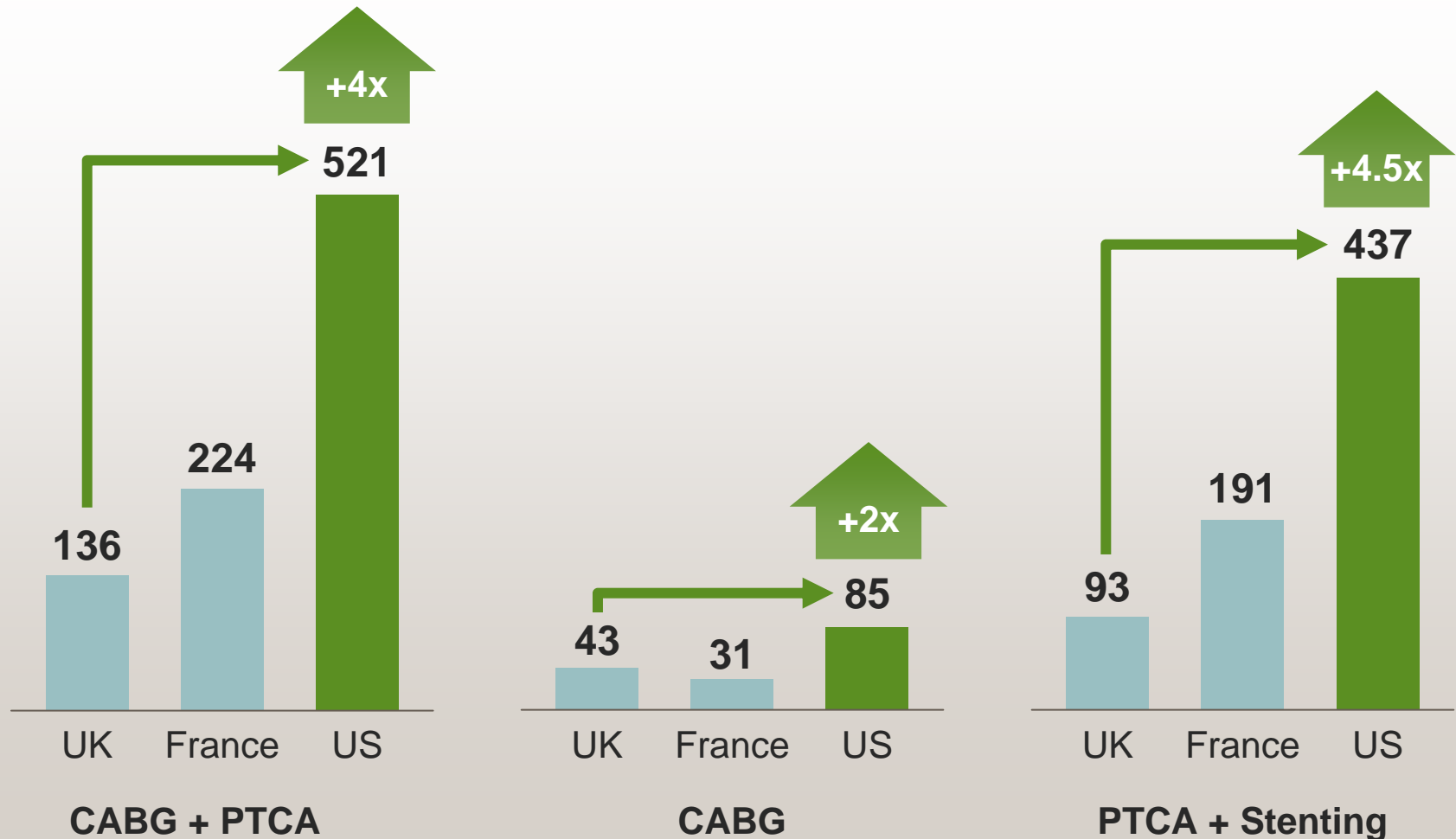


\* Surgeries per 100,000

Source: OECD Written Statement to Senate Special Committee on Aging; September 2009; OECD Health Data 2009

# ...They Will Come

- The US has 2–4 times the utilization of major cardiac procedures



\* Procedures per 100,000

Source: OECD Written Statement to Senate Special Committee on Aging; September 2009; OECD Health Data 2009

# Focusing On the Right Value Levers Can Change the Game

- 80% of cardiac patients are being over treated
- People who could have CABG are getting transplants (estimated at \$1m)
- People who could have gotten stents are getting CABG
- People who could do diet and exercise are getting stents

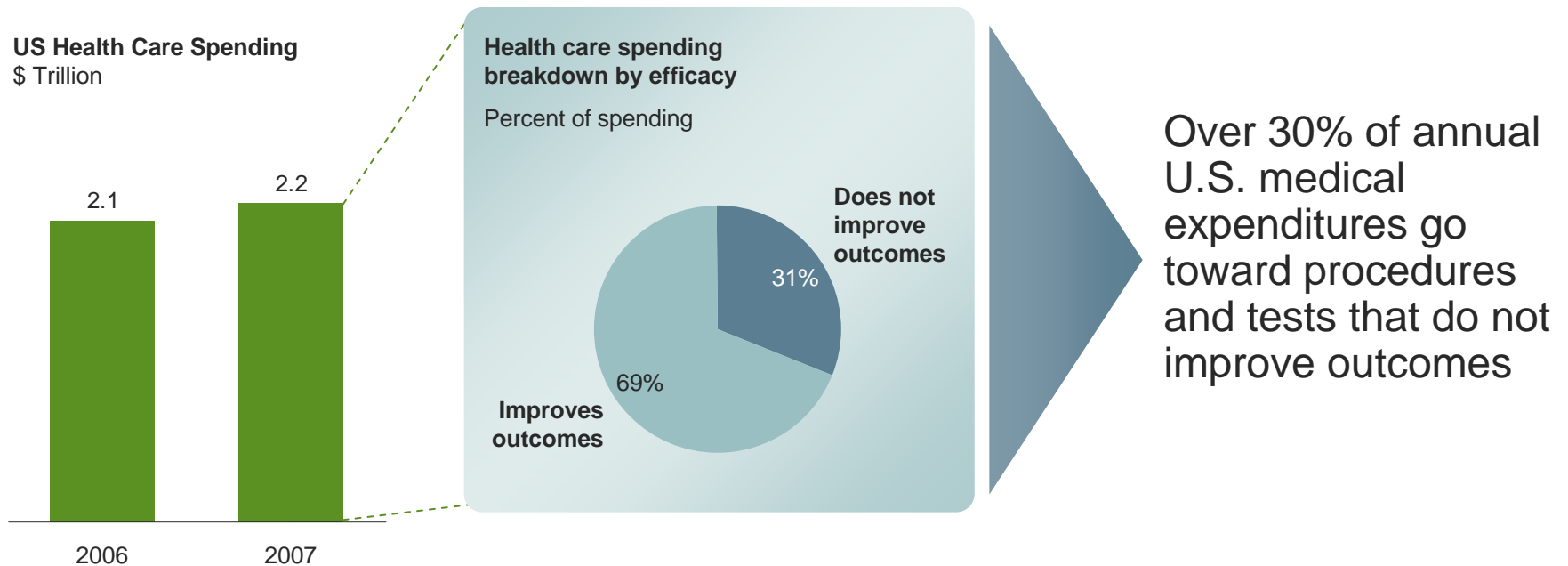


Every time we can move someone from a transplant to a CABG, we're going to **save \$450-900,000**

Note: Then there's the annual costs – plavix, testing costs, etc...

# Problem: Unnecessary Provision & Consumption of Care

- \$700 BILLION of excess in annual health care spending in the U.S.



Sources: National Health Expenditure Projections 2009-2019, Department of Health and Human Services, Centers for Medicare & Medicaid Services; "Memos to the New President," Marshall and Ribbing, Progressive Policy Institute

# Transparency Can Change the Way We Engage



# The Consumer Has Created Significant Market Forces

- Companies have become transformational intermediaries delivering tangible consumer value

**Health Care ???**

**amazon.com<sup>®</sup>**  
and you're done.<sup>™</sup>

Transformed how we  
purchase and read books



Transformed how we think  
about financial planning



Transformed how we buy  
and sell goods



Transformed how we buy  
and listen to music



Transformed how we  
use maps

# Our Role In the Consumer Decision Process

- We can play a transformational role in the decision making process

## Drive Relevance



**Consumer Targeting**



**Physician Ratings by Consumers**

★★★★★ Excellent  
★★★★☆ Good  
★★★★☆ Fair



**Health Hub**

**NowClinic**

## Capture Mind Share



**What** are my options?  
**Where** should I go?



## Help Consumers Make Better Decisions



**Right care/treatment**



**Right provider**



**Right medication**



**Right lifestyle**

# Join Us on Our Journey



We set out to be a **transformative force** in health care, encouraging people to live their lives to the fullest, and **leading by example**. We deliver results through action. Not reaction. We believe **true value** is found in preventing illness.

We are optimizing health and well-being. We are **OptumHealth<sup>SM</sup>**

# Thank You



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